

**CITY OF MILPITAS
RECYCLING AND SOURCE REDUCTION
ADVISORY COMMISSION MEETING
OCTOBER 24, 2006 7:00 P.M.
457 E. CALAVERAS BLVD, MILPITAS CA 95035
ROOMS 7 & 8**

I. ROLL CALL

II. PLEDGE OF ALLEGIANCE

III. APPROVAL OF THE MINUTES: July 25, 2006

IV. PUBLIC FORUM

Members of the audience are invited to address the Recycling and Source Reduction Advisory Commission on any subject not on tonight's agenda. Speakers must state their name and address for the Secretary's record, and limit their remarks to under three minutes. As an item not on the agenda, no response is required of City staff or the Commission; however, the Commission may place the item on the agenda for a future meeting.

V. ANNOUNCEMENTS

VI. APPROVAL OF AGENDA

VII. OLD BUSINESS - NONE

VIII. NEW BUSINESS

1. ZANKER SCHOOL BEAUTIFICATION EVENT
2. FOOD WASTE PILOT PROGRAM UPDATE
3. ANNUAL DIVERSION RATE COMPONENTS DISCUSSION
4. CONSTRUCTION AND DEMOLITION WASTE DISCUSSION
5. BUILT-IN INCENTIVES FOR RECYCLING DISCUSSION
6. DEVELOPING AN ACTIVIST POSITION DISCUSSION

IX. STAFF ACTIVITIES

1. SOLID WASTE DIVERSION ACTIVITIES

X. ROUNDTABLE / ANNOUNCEMENTS

XI. FUTURE AGENDA ITEMS

XII. ADJOURNMENT

VII. OLD BUSINESS - NONE

VIII. NEW BUSINESS

1. ZANKER SCHOOL BEAUTIFICATION EVENT

BACKGROUND: The next beautification event is scheduled at Zanker Pearl Elementary School on October 28, 2006. Milpitas Unified School District and Allied Waste Services (Allied) have coordinated efforts on this annual community project and will provide an update at the session.

RECOMMENDATION: Discuss as needed. Note receipt and file.

2. FOOD WASTE PILOT PROGRAM UPDATE

BACKGROUND: At their August 1, 2006 meeting, City Council approved a pilot commercial food waste program and associated rates. The program, which is currently limited to a single participant, Cisco, began on August 24. Prior to the program's implementation, training was conducted for on-site program managers. There have been no reported issues to date. Allied will perform quarterly reviews of the program to ensure proper disposal materials and methods continue.

RECOMMENDATION: Discuss as needed. Note receipt and file.

3. ANNUAL DIVERSION RATE COMPONENTS DISCUSSION

BACKGROUND: The California Integrated Waste Management Act of 1989, also known as AB939, required all cities to reduce disposal to landfills by 25% by 1995 and 50% by 2000. The purpose of AB939 is to conserve resources and extend landfill capacity. Demographic and economic changes in the waste stream are considered in calculating diversion rates. Specifically, diversion is calculated based upon a state formula that includes population, sales tax, and employment which is used to estimate total potential waste generation. Changes in any of the adjustment factors has a contributing effect on the resulting diversion amount. The diversion amount for 2003 and 2004 was 54%.

RECOMMENDATION: Discuss as needed. Note receipt and file.

4. CONSTRUCTION AND DEMOLITION WASTE DISCUSSION

BACKGROUND: The City of Milpitas promotes the reuse and recycle of material resulting from construction and demolition (C&D) projects. These practices provide financial savings for the project by avoiding disposal costs and protect the environment by avoiding unnecessary disposal of construction and demolition materials. The City utilizes a reporting system for commercial and industrial C&D projects. The Demolition Recycling Report Process is a two-step process. The first step, Pre-Demolition Permit Issuance, requires that the applicant submit information on the type & amount of salvaged material and intended end destinations for reuse or recycling. The second step occurs prior to completion of demolition and building permit issuance. The applicant must submit information that quantifies the materials generated, associated amounts and their end disposal location. All information is kept on record and filed.

RECOMMENDATION: Discuss as needed. Note receipt and file.

5. BUILT-IN INCENTIVES FOR RECYCLING DISCUSSION

BACKGROUND: Based upon Commissioner Chen's request, there has been a suggestion for the commission to discuss built-in incentives to encourage recycling.

RECOMMENDATION: Discuss as needed. Note receipt and file.

6. DEVELOPING AN ACTIVIST POSITION DISCUSSION

BACKGROUND: Based upon Commissioner Chen's request, there has been a suggestion for the commission to discuss adopting an activist position as it relates to solid waste issues.

RECOMMENDATION: Discuss as needed. Note receipt and file.

IX. STAFF ACTIVITIES

1. SOLID WASTE DIVERSION ACTIVITIES

BACKGROUND: August through October 2006 program work areas include the following:

- Coordinated production with Allied Waste Services to print and mail the "32-gallon subscription mailer" (**attached**) offering this smaller single stream recycling cart to targeted households with limited lot size (approx. 1,500 townhomes, condominiums, mobile homes) and residents receiving the Senior Rate Discount (approx. 1,700 households). Deployment being coordinated by Allied operations.
- Updated and distributed double-sided flyer with entrance requirements for Household Dump Day and referral information for reporting odors. Posted at public counters and inserted into 17,000 home-delivery editions of the Oct. 5 edition of *The Milpitas Post* (**attached**).
- Updated double-sided flyer with information about recycling and garbage collection and Household Dump Day services for all Milpitas residents. Coordinated distribution in the New Resident Packet distributed by City of Milpitas Water Meter Readers and posted at public counters (**attached**).
- Participated on County TAC Public Education Subcommittee task group supporting research and development of the Winter Campaign. Wrote advertising for radio, Comcast, and print about source reduction ideas to reduce waste during the holidays (**drafts attached**). Campaign is under development. Final products available for next reporting period.
- Streetlight banner production on track, which includes one banner promoting recycling awareness (**attached**).
- Wrote utility bill messages about service interruptions for Thanksgiving, Christmas, and New Year's Day. All collection services resume the following day, including Saturdays.
- Submitted articles about single stream and yard trims recycling for the Spring 2007 edition of the *Milpitas Connection*, the City's recreation services guide.
- Participated with other City departments at Celebrate Milpitas, Milpitas Chamber of Commerce event on August 19 & 20. Provided exhibits and distributed information about single stream and yard trims recycling, including street sweeping, household hazardous waste recycling and alternatives.
- Participated at Technical Advisory Committee meetings.
- Participated at Public Education Subcommittee meetings.
- Participated at Household Hazardous Waste Subcommittee meetings.
- Continued monthly coordination meetings with Allied Waste Services staff, tracked service issues and planning expectations.

RECOMMENDATION: Note receipt and file.

X. ROUNDTABLE / ANNOUNCEMENTS

XI. FUTURE AGENDA ITEMS

XII. ADJOURNMENT

**NEXT REGULARLY SCHEDULED COMMISSION MEETING
TUESDAY, JANUARY 23, 2007 AT 7:00 P.M.**

KNOW YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE

Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and the City operations are open to the people's review. FOR MORE INFORMATION ON YOUR RIGHTS UNDER THE OPEN GOVERNMENT ORDINANCE OR TO REPORT A VIOLATION OF THE ORDINANCE, CONTACT THE OPEN GOVERNMENT

COMMISSION

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A free copy of the Open Government Ordinance is available from the City Clerk's Office or by visiting the City's website www.ci.milpitas.ca.gov Select Open Government Ordinance under News Features

RASRAC October 24, 2006

Agenda Packet Materials

1. Agenda October 24, 2006
2. Unapproved Minutes for July 25, 2006
3. Item #1: 2004 Annual Report
4. Item #2: Demolition Recycling Report Process
5. Item #3: Staff Activities:
 - a. 32-Gallon Subscription Mailer
 - b. Household Dump Day/Odor Reporting Flyer
 - c. Household Dump Day/Solid Waste Collection Service Flyer
 - d. Winter Campaign Advertising
 - e. Streetlight Recycling Banner